



## The Rolex Story

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The "brand with the crown" is recognized worldwide as an invaluable sports implement and luxury product. This book traces the manufacturer's development from the 1920s, when it began its steady rise to unprecedented international appeal, to the present. Explore the ingenious innovations in technology and marketing behind the prestigious company's swift success. Browse the images and devour the historical and technical details of some of Rolex's most reliable models: the Submariner, on which divers depend to get them safely back to the surface; the Cosmograph and Yachtmaster that auto-racers and boat captains trust for their precision and durability. Get the latest reports and performance tests results on Rolex items: rugged or elegant; classic or contemporary. From the beginning, the sponsorship of statesmen, movie stars, and athletes has driven its success, but Rolex has since expanded to include more than just the rich and famous.

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